

A vibrant outdoor scene at the Edina Art Fair. In the background, a large brick building features a prominent red neon sign that reads 'EDINA' vertically. Below the sign, a banner displays 'HAWK THEATRE.COM/EDINA' and 'IF FAIR GUY'. White event tents are set up on the street, with one tent labeled 'STEVEN SHOWALTER'. A diverse crowd of people is walking along the fairway; a man in a blue shirt and jeans is in the foreground, and a woman in a white shirt and hat is pushing a stroller. A black and white dog is also visible. The sky is bright blue with scattered white clouds.

Edina Art Fair

**SPONSORSHIP
PROGRAM**

JUNE 5 - 7, 2026

Edina Art Fair



50th & France | Edina, MN

The Edina Art Fair is Minnesota's premier fine art festival, drawing tens of thousands of high-income art buyers to the 50th & France district for a three-day cultural experience featuring top juried artists, live music, culinary offerings, and immersive art.

Partners are invited to align their brand with:

- Art, design & creativity
- An affluent, educated audience
- A highly walkable luxury shopping district
- One of Minnesota's most iconic cultural events

*A desirable
audience*

300,000 VISITORS

Position your brand in front of one of Minnesota's most affluent, engaged cultural audiences at the Edina Art Fair.

- 250,000 – 300,000+ visitors over three days
- 36% of attendees report household incomes over \$129,000
- Broad demographic mix, from families to affluent art collectors
- 345,000+ TV impressions, 944,000+ social media impressions, and 420,000+ print/online impressions



Produced by 50th and France Business Association since 1966, the Edina Art Fair is made possible every year through the efforts of hundreds of community volunteers and the support of our generous sponsors and in 2026 we are proud to offer a limited number of partnerships to brands looking to engage and interact with this passionate audience while supporting the local art community.

Why Partner with the Edina Art Fair?



Interact and Engage with Consumers

www.50thandfrance.com

Edina Art Fair

Event attendees represent a powerful decision making demographic and the Art Fair offers several opportunities for partners to interact with these individuals while activating their brand.



The Edina Art Fair is committed to creating partnerships that work for our sponsors and bring value to our attendees, we believe in customizing a sponsorship package that works for you!

Sponsorships range from \$2,500 to \$50,000+ and are customized based on brand goals and availability. We entertain both cash and in-kind inquiries and encourage participation. We're proud of our generous partners who create magical and creative experiences during the Edina Art Fair.

Contact:

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